

### ABSTRACT OF THE DISCLOSURE

A system and method for collecting and displaying information on a product at a website, and related method for storing a product's various identifiers, where the system comprises a database that stores a plurality of identifiers for each product and the relationships between the identifiers. The system recognizes the different identifiers that refer to the same product. The system accepts product information from a variety of sources, regardless of the product identifier used by the sources. The system then sends out the product information to users and to other servers.. The information displayed at the website includes: (1) a general description of the product; (2) a numerical user rating of the product; (3) one or more user reviews of the product; (4) one or more industry reviews of the product; (5) one or more comparisons between the product and other similar items; (6) a list of one or more vendors that sell the product; (7) a list price of the product; (8) a price for the product at each of the vendors; (9) an indication of the availability of the product at each of the one or more vendors; (10) a profile on each of the one or more vendors, and (11) a rating and/or review for each of the one or more vendors. The website may further provide access to discussions regarding the product and related products. The website may further suggest complementary products that may be purchased along with the product of interest.